



CONTACT

Vitrue
Ed Harrison
617-758-4144
Vitrue@famapr.com

Supercenter Retailer Meijer Selects Vitrue for Meijer-Brand Grocery Initiative

*Vitrue Provides Video-Centric Platform for Meijer to Safely Promote
Meijer-Brand Products, Establish Authentic Relationships with Customers*

ATLANTA - November 19, 2007 - [Vitrue, Inc.](#), the video-centric social media company known for connecting brands with engaged audiences, today announced that Midwest retail giant Meijer will leverage Vitrue's technology platform to enable the company to create tighter, more authentic relationships with its customers. Meijer is working with Vitrue to develop a long-term video-centric solution to power the company's social-media presence. The first offering will feature online communities that encourage enthusiastic customers to upload their own videos and engage with the Meijer brand.

Vitrue's flexible platform will be used across the Meijer organization for multiple campaigns throughout the year, enabling Meijer to develop deep, ongoing relationships with their customers. As the first deployment of the comprehensive, video-centric social media site, Meijer is launching [meijerbrand.com](#) for schools and loyal customers to create and share their videos that illustrate their experiences with Meijer's store-brand products. Participants are asked to submit short videos that illustrate how a Meijer product has changed their life. The first contest will award more than \$11,000 in prizes for the best videos submitted by a customer.

"Meijer invented the Supercenter concept and our success has been based on the strong relationships we've built with our customers," said Mark Brewster, manager of broadcast planning/production and video services for Meijer. "Our partnership with Vitrue helps us embrace our customers in a new way and harness their creativity to make our relationships even stronger."

As part of its platform, Vitrue offers a flexible suite of tools for consumers to create, edit and submit videos and content to offer unmatched audience interactivity. Vitrue's unique Review and Approve Module and additional services will enable Meijer to implement its own brand safety standards for all content posted to its consumer-facing sites.

“We are proud to work with such a reputable brand as Meijer. Vitrue’s work with Meijer is a model for the future of video-centric social media, as these efforts create a consistent fixture throughout the organization,” said Reggie Bradford, CEO and president of Vitrue. “We are delivering on our vision of integrating authentic customer dialogue throughout this outstanding company, on an ongoing basis.”

About Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 181 supercenters throughout Michigan, Indiana, Illinois, Ohio and Kentucky. As the inventor of the “one-stop shopping” concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer can be found at <http://www.meijer.com>.

About Vitrue, Inc.

Vitrue, the video-centric social media company, empowers marketers, agencies and media companies to effectively and safely connect with consumers. Global companies and brands such as P&G’s Pringles, VH1, TBS and Cincinnati Bell have turned to Vitruue to establish deeper, authentic relationships with their audiences by creating online video communities and engaging consumer-generated promotions. Its platform and services enable companies to review consumer-created content with a proprietary “content filtering protection” capability, ensuring brand integrity. Privately-held, Vitruue is headquartered in Atlanta and has an office in New York. For more information, please visit www.vitrue.com.